An excellent research article, " From the CEO:, by Gladys Hollingsead, CEO, R.N., P.H.N, B.S.N. Wake Up Call to All Parents. Violent Television and Video Games are Hazardous to Your Children's Emotional, Physical and Psychological Health." Six pages of materials icluding references. The Pacific Health Education Center Newsletter, Summer, 2004, 5300 California Avenue, Suite 200, Bakersfield, CA 93309-1642 This violent media frenzy is certainly affecting our children which are the future of our nation. One of the driving forces behind this is the commercial money to be made. An example of this expansion is the Dayton, Ohio based Computerfest, (formerly all computer sales and display for the weekend) is now becoming about half involved with gaming and gaming tournaments. While not all gaming and TV is violent; few games and TV are teaching moral and social skills. Could this be the causing the thinking that has brought the prisoner abuse scandal among the members of our armed forces. Certainly, these TV and games are not increasing the value of the individual human being.